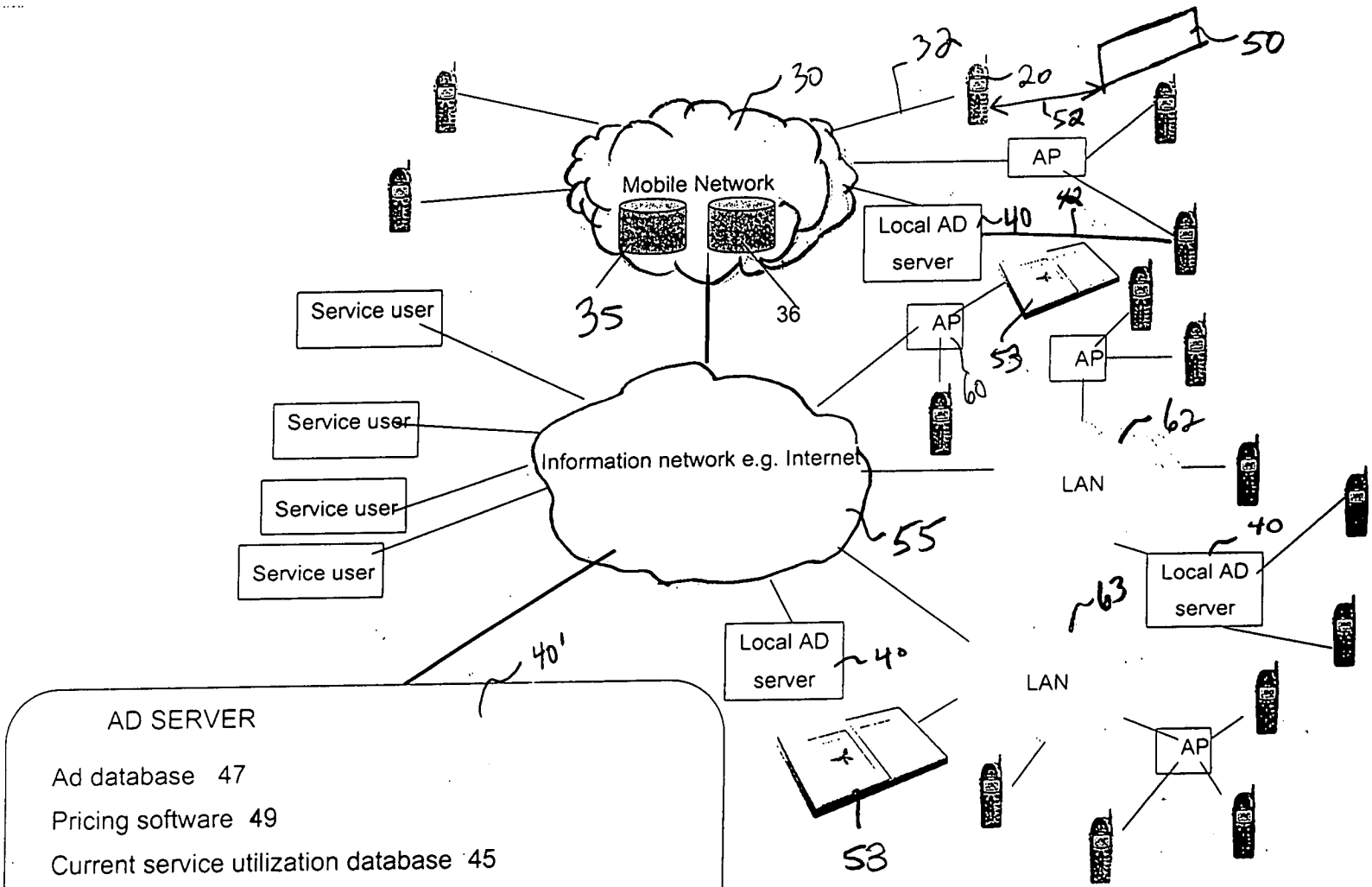

Mobile Network
30
32
20
50
52
AP
Local AD server
40
42
35
36
Service user
Service user
Service user
Service user
AP
AP
53
60
62
Information network e.g. Internet
55
LAN
40
Local AD server
63
Local AD server
40
LAN
AP
53
AD SERVER
40'
Ad database 47
Pricing software 49
Current service utilization database 45
170
Criteria register (FIG 3A)
180
(AP= access point)
(Service user= advertising entity)

FIG. 1

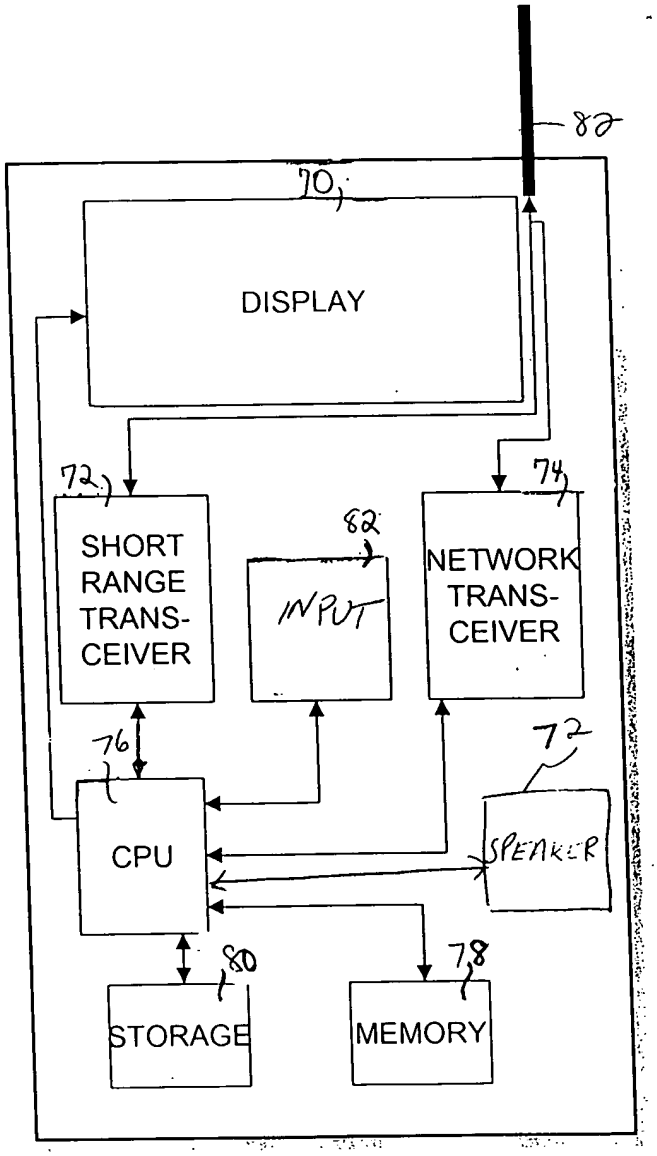

82
70
DISPLAY
72
74
SHORT RANGE TRANS-CEIVER
82
INPUT
NETWORK TRANS-CEIVER
76
72
CPU
SPEAKER
80
78
STORAGE
MEMORY



FIG. 2

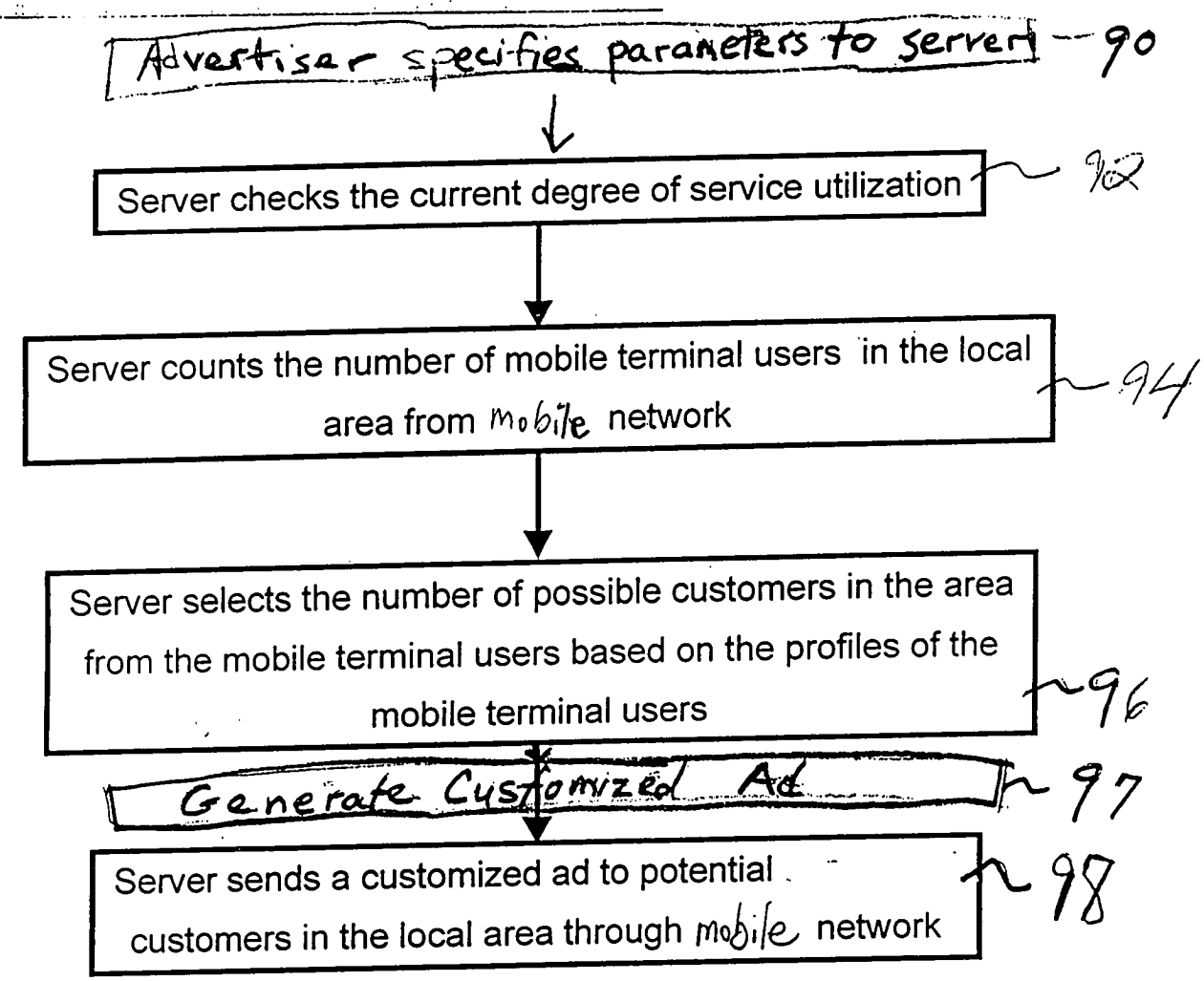

Advertisar specifies parameters to server
90
Server checks the current degree of service utilization
92
Server counts the number of mobile terminal users in the local area from mobile network
94
Server selects the number of possible customers in the area from the mobile terminal users based on the profiles of the mobile terminal users
96
Generate Customized Ad
97
Server sends a customized ad to potential customers in the local area through mobile network
98

FIG. 3A

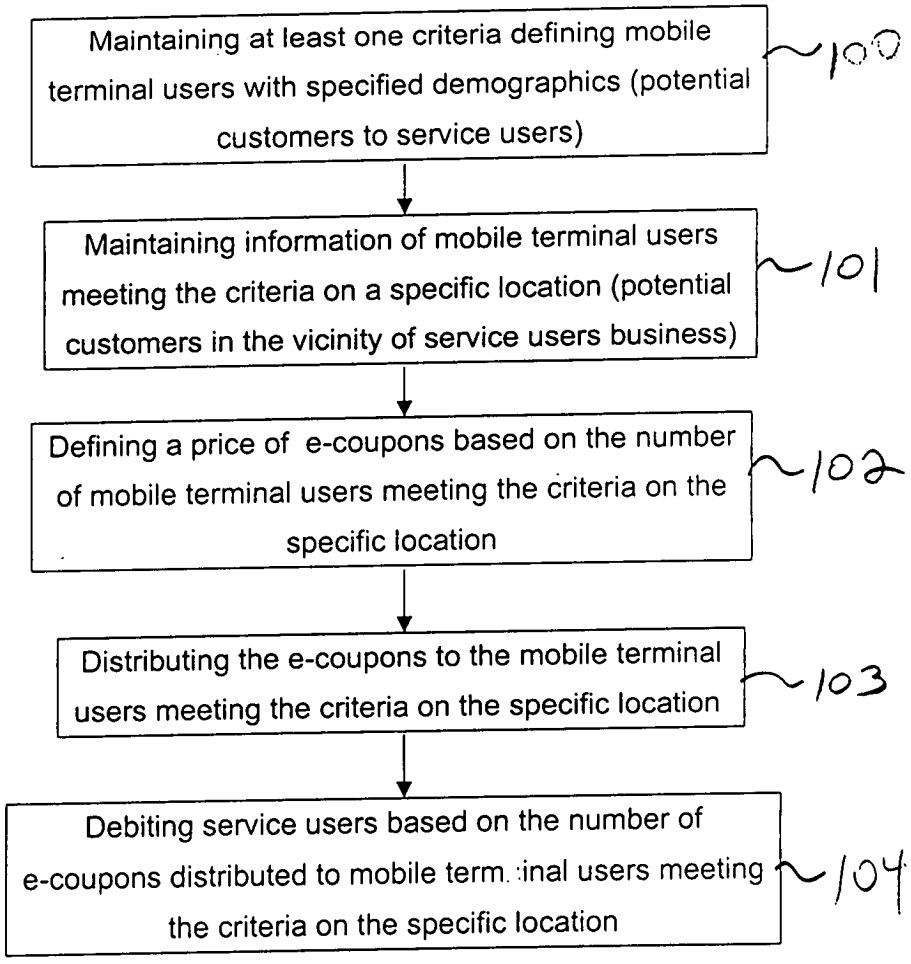

Maintaining at least one criteria defining mobile terminal users with specified demographics (potential customers to service users)
100
Maintaining information of mobile terminal users meeting the criteria on a specific location (potential customers in the vicinity of service users business)
101
Defining a price of e-coupons based on the number of mobile terminal users meeting the criteria on the specific location
102
Distributing the e-coupons to the mobile terminal users meeting the criteria on the specific location
103
Debiting service users based on the number of e-coupons distributed to mobile terminal users meeting the criteria on the specific location
104

FIG. 3B

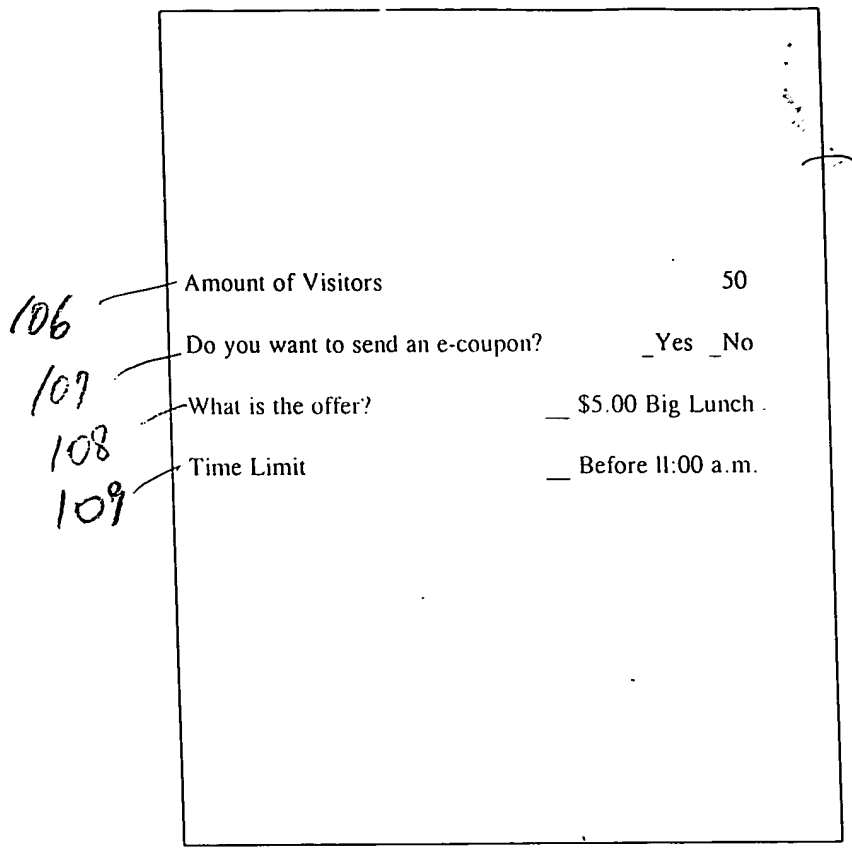

105
106
Amount of Visitors
50
107
Do you want to send an e-coupon?
_Yes _No
108
What is the offer?
__ $5.00 Big Lunch
109
Time Limit
__ Before 11:00 a.m.

FIG. 4

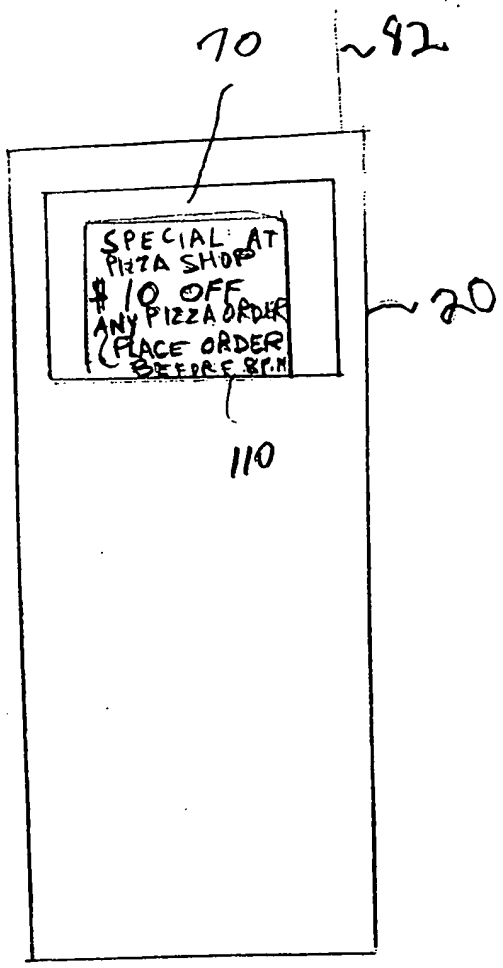

70
92
SPECIAL AT PIZZA SHOP
$10 OFF ANY PIZZA ORDER
PLACE ORDER BEFORE 8P.M
20
110

FIG. 5

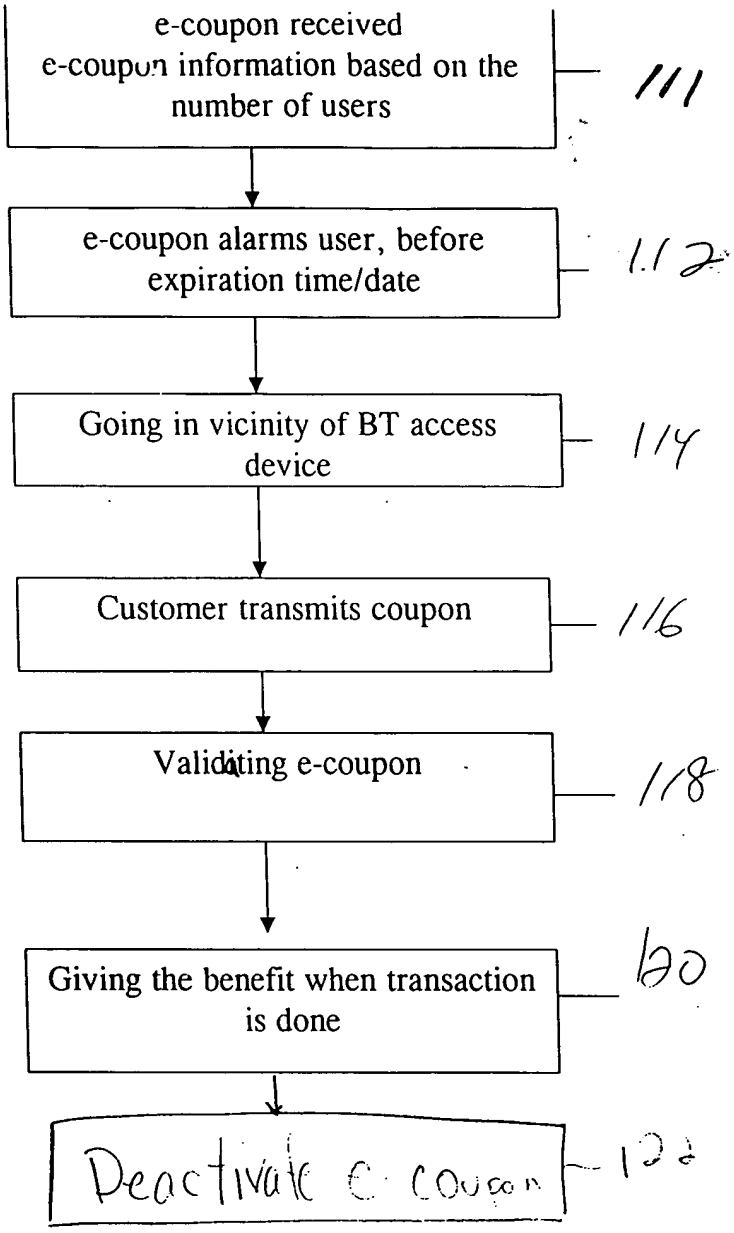

e-coupon received e-coupon information based on the number of users
111
e-coupon alarms user, before expiration time/date
112
Going in vicinity of BT access device
114
Customer transmits coupon
116
Validating e-coupon
118
Giving the benefit when transaction is done
120
Deactivate e-coupon
122

FIG. 6

130
Central Register

| 132 Company Name | 134 Location | 136 Advertisement | 138 Amount of Visitors |
|---|---|---|---|
| 1. Company No. 1 | Cell Id. No. 560 | xxx | 100 |
| 2. Company No. 1 | Cell Id. No. 720 | yyy | 10 |
| 3. Company No. 2 | Cell Id. No. 1055 | 277 | 1000 |
| 4. Company No. 3 | Cell Id. No. 1000 | vvv | 55 |
| 5. Company No. 4 | YPS 22'15'' , 29'25'' | aaa | 5 |
| 6. Company No. 5 | BT No. 565 | dddd | 25 |

FIG. 7

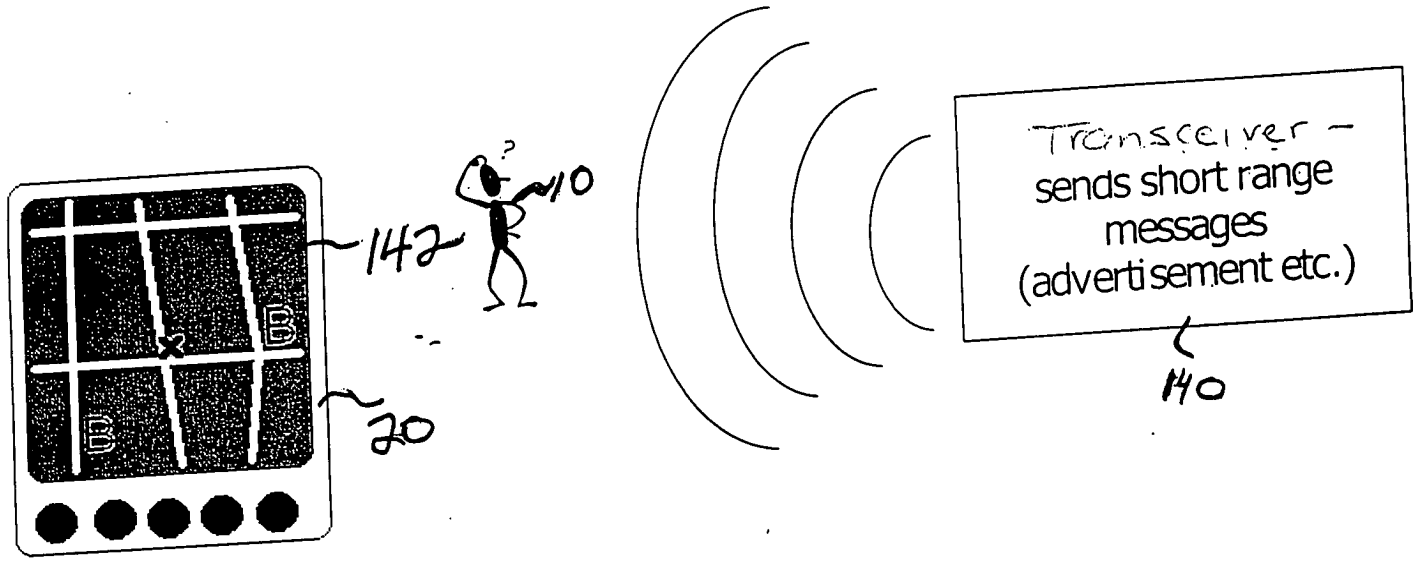

142
10
20
Transceiver –
sends short range
messages
(advertisement etc.)
140

FIG. 8

FIG. 9

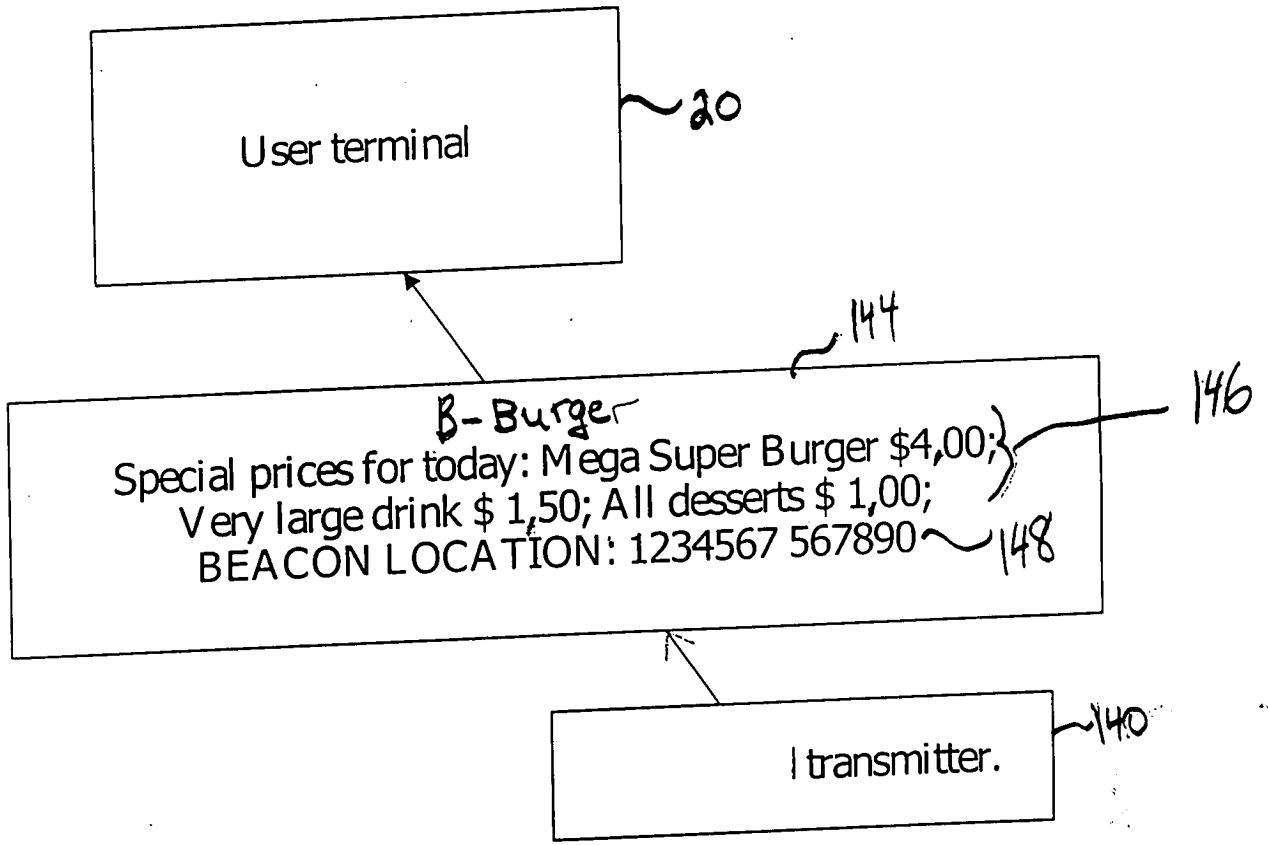
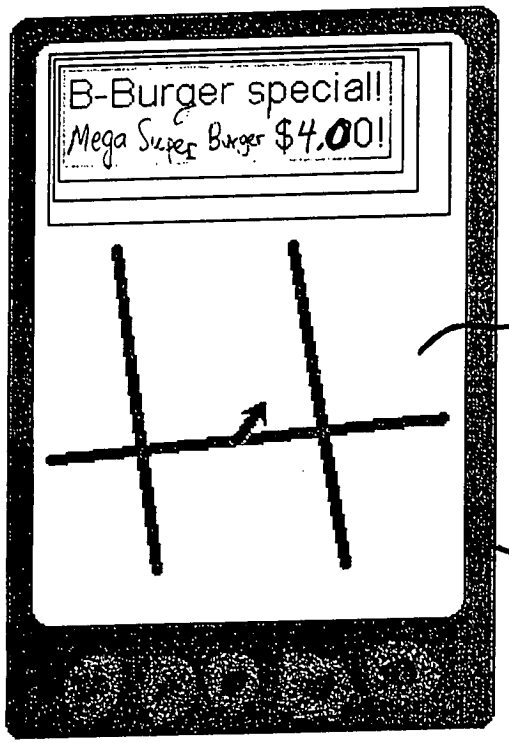

User terminal
20
144
B-Burger
Special prices for today: Mega Super Burger $4,00;
Very large drink $ 1,50; All desserts $ 1,00;
BEACON LOCATION: 1234567 567890
146
148
transmitter.
140

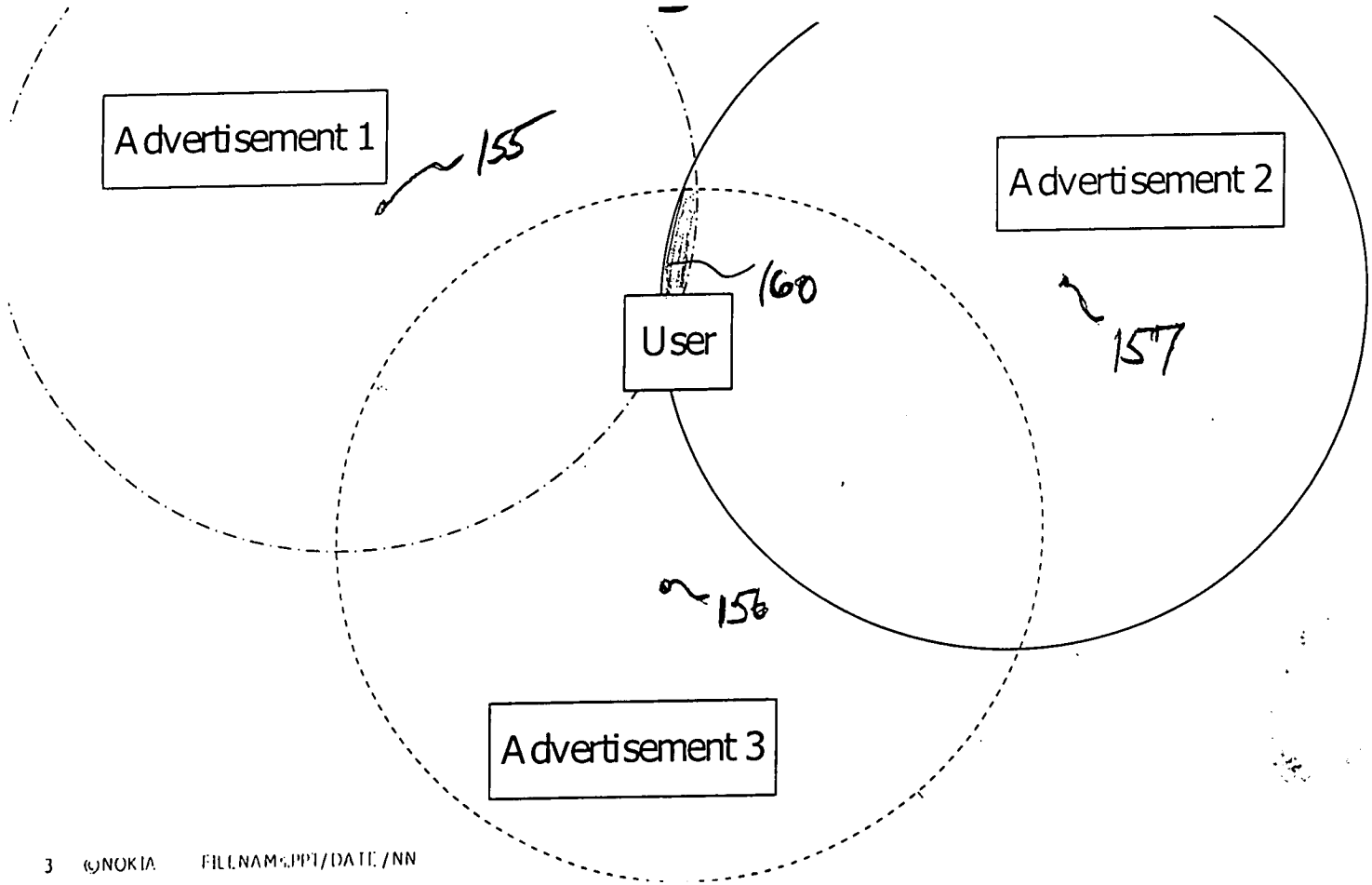
**Fig.** 10




User terminal shows the advert.

User gets the position data.

FIG. 11


Advertisement 1
155
Advertisement 2
160
User
157
156
Advertisement 3

CRITERIA DATABASE 170

| Criteria register | customers | price |
|---|---|---|
| criteria # 1 | 0-100 | 0,3 $ |
| | 101-500 | 0,4 $ |
| | 501-... | 0.5 $ |
| criteria # 2 | 0-100 | 0,3 $ |
| | 101-500 | 0,4 $ |
| | 501-... | 0.5 $ |

FIG. 12A

ADVERTISER PRICING DATABASE 180

| Advertiser | Ad ID | no. of customers meeting criteria | price |
|---|---|---|---|
| Restaurant 1 | 5134 | 280 | 112 |
| ... | | | |
| Pizza Shop | 5136 | 800 | 400 |
| ... | | | |
| Restaurant 2 | 5138 | 85 | 34 |

FIG. 12B